



BY HOWARD S. FISK.

DETROIT, Mich., July 17, 1915.

There is no depression in the automobile business in this section of the country, at least there is no indication of it on the outer surface. The automobile factories are going full blast, and everybody is optimistic at the outlook. The output for 1916 will far exceed any year in the history of this wonderful industry.

While there has been a marked reduction in the list prices of many of the motor cars for the coming season, this is due in nearly every instance to a noticeable increase in the production. During the year 1914 approximately 435,000 machines were produced. At the close of that year there were in operation throughout the country 1,566,884 pleasure cars. These owners contributed \$2,276,035.78 in registration fees. In addition to this, motorists gave to the road funds of the various states in fines \$101,364.

In 1915, the fiscal year of which is about closed, about 525,000 cars have been built. While it is hard to estimate the number of cars in the 1916 production, it is predicted that the 1915 production will be exceeded by over 100,000 cars. While a number of announcements have been made of the new models and prices for the coming season, there are still a number to be made yet. And along with future announcements will still be found sharp cuts in the prices. Several of the manufacturers are maintaining the same price as 1915. While the price remains the same, the cars have been given the benefit of many refinements, which the prospective purchaser will get the full benefit of. One manufacturer in Detroit is arranging to increase the list price, according to well defined rumors. It is about the only instance where an increase in price is scheduled to be made.

Investment Totals \$2,000,000,000.

Alfred O. Dunk, president of the Puritan Machine Company, one of the best posted men in the automobile industry, in speaking a few days ago of the industry, said that conservative figures show an investment of nearly two billions of dollars in motor cars alone. Think also of the vast capital devoted to the production of accessories and supplies. These figures and facts would fully justify the statement that the manufacture and operation of motor cars alone furnish an investment of several billions of dollars of American capital. I predict that the next few years will see both the output and investment of capital in the motor car industry tremendously increased.

The remarkable progress achieved in a mechanical way with a consequent heavy reduction in cost makes it possible in the near future for any man of moderate means to own his own auto. In fact, the motor car has already passed the stage of being a vehicle solely designed for pleasure. Indeed it has become a most important factor in the economical life of the American people. The world holds no parallel of such rapid giant strides as has marked the progress of the motor car industry throughout the world.

Out here in the "hub" of the automobile industry there is a grand rush from every section of the Union for cars. "More cars" is the cry to be heard everywhere. Everybody is enthusiastic over the outlook, and all one has to do is to pay a visit to the various factories to prove this fact. Last month was a hummer in the industry.

The sales managers of the various companies are being swamped with orders and representatives appealing for either early shipment of cars or an increase in allotments. They have almost begun to be regular orderers, as one sales manager expressed it the other day. He has to keep his dealers in good humor so that they won't throw up the agency and take on another line, all of which requires considerable talking and a display of diplomacy on his part. That is part of his position goes without saying. I heard of one instance a few days ago where a dealer, who came here to the factory to complain that he was losing orders by not getting his cars, was about to cancel his contract. After the sales manager got him to the left of the office with a "smile that wouldn't come off," and in the bargain had increased his order for shipments.

Suffering From Shortage.

There are a few factories suffering from lack of parts, and until they are received it is impossible to go ahead.

"It's pretty hard to find anything better than a good promise well kept."

—Mister Squeegie

Men's greatness is measured, not by the things they promise to do, but by what they accomplish.

So it is with all things in this world.

Many men have announced their intention of doing greater things with electricity than Edison has done.

They have not made their promises good, and Edison remains the wizard of science.

The popularity of Diamond Squeegie Tread Tires is due to their merit in giving cheap mileage and fulfilling service requirements with unvarying regularity.

Great promises are made for other tires—promises that in many cases are never fulfilled. More than 99% of all Diamond Squeegie Tread Tires exceed the service that is promised for them.

That comes pretty near giving you absolute certainty.

Equip your car with Diamonds at these

"FAIR-LISTED" PRICES:

Size	Diamond Squeegie	Size	Diamond Squeegie
30 x 3	\$9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.40	37 x 4 1/2	33.90
33 x 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

For Automobiles, Bicycles, Put on For Cyclecars, Motorcycles

Diamond Squeegie Tread Tires

with the production. Shortage of radiators and bodies seems to be in the main responsible for hold-ups, but these are rapidly being overcome, and this week will see every concern running at full speed. While, as has been mentioned, there is a tendency to reduce the price of cars for next season, the manufacturers feel that their profits at the end of the year will be just as large, if not larger, being offset by the increase in the production. The motor car is now considered a utility rather than a luxury. The public seems to demand a low-priced machine, accompanied by good workmanship and service, for pleasure use.

There is one concern in which the public is probably more concerned than any other, and that is the Ford Motor Company, by reason of the rebate which purchasers of 1915 cars were assured, provided the 300,000 mark was reached. The writer can assure owners

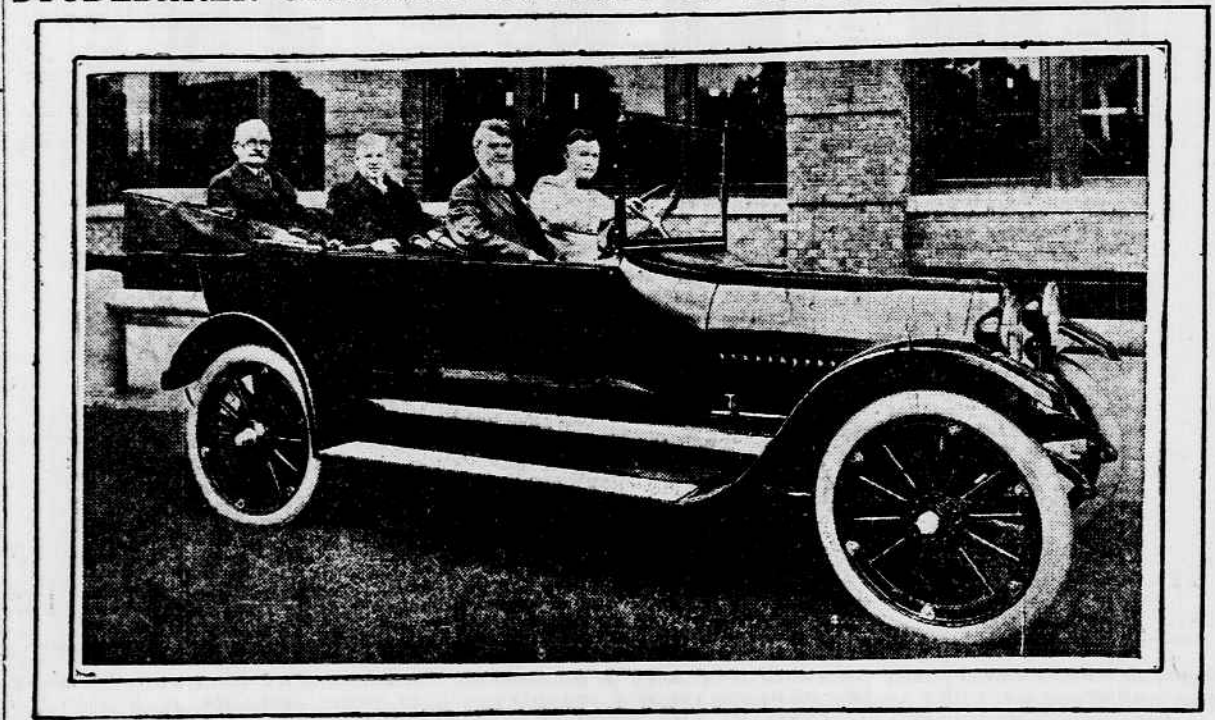
an assembly plant, according to reports. Its principal uses will be as a service station for Ford owners in the capital, and it will serve as a central meeting place for the tourists who visit the city in great numbers each year. Because of the fact that a great many such visitors are expected, the showroom and showrooms will be larger than in the majority of Ford branches, and special attention will be given to making the guests comfortable.

As an indication of the great impetus all over the country in sales of automobiles, the Saxon Motor Company is setting new records for shipments every day. An average of 120 cars a day is being maintained at the big plant here. Records such as this make it a simple matter to understand the optimism that prevails throughout the automobile industry, and the prediction that is frequently made to the effect that more automobiles will be sold this

year than in the two previous years. This concern will produce about 25,000 cars. Last month 2,700 cars were shipped to various points. While shipments were delayed temporarily at the Hupp Motor Car Company, that has all been overcome and cars are now going out at the rate of sixty a day. The force is working full time and at the present time the firm is over 2,000 orders behind.

Business has been booming in every direction and every day additional workmen are being taken on to hustle along the production. The plant of Dodge Brothers was another busy spot. The production is being rapidly pushed along, with several thousand employees at work in the various departments. Many improvements are being made about the plant. Rest rooms and smoking rooms for the employees are almost at the point of completion. Another story has been added to the executive building and is being finished and equipped. In order to give

STUDEBAKER OFFICIALS IN FIRST OF 1916 STUDEBAKER SIXES.



READING FROM LEFT TO RIGHT ARE: FREDERICK S. FISH, PRESIDENT OF THE STUDEBAKER CORPORATION; A. R. ERSKINE, FIRST VICE PRESIDENT; J. M. STUDEBAKER, ONE OF THE FIVE BROTHERS WHO FOUNDED THE BUSINESS, AND JAMES G. HEASLET, VICE PRESIDENT IN CHARGE OF PRODUCTION.

In the National Capital that this figure was reached last Monday. This number of cars was to be sold from August 1914 to August of this year. July 1 this concern had manufactured and sold 292,000 cars, with an entire month in which to produce 8,000 cars in order to reach the required number. At the present time more than 40,000 cars are being produced a month in this one plant alone. When I visited the plant a few days ago 20,400 men were being employed in three shifts of eight hours each. Shipments were delayed by the non-arrival of some minor parts, but this has all been overcome. The conveyor system is working overtime, and as fast as the cars reach the end of the incline the motor is automatically started and after being tested are shot into the freight cars for various points. There are now in operation throughout the world 1,500,000 Ford cars, and this number 1 was told would be increased to 1,600,000 by October 1.

Incidentally, there is nothing in the rumor that has gained everywhere that Henry Ford is going into the construction of motor cycles. While the writer has an inkling of what the policy for 1916 is to be, he is not at liberty to make any announcement at this time. There will also be some surprises in store when the new branch is completed in Washington. The new \$300,000 structure to be erected on Pennsylvania avenue is to be in complete harmony with the plan to make Washington the most beautiful city in the world. The building is to be triangular in shape, measuring 129 by 166 by 125 feet. Rising six stories in height, it will be a noticeable feature of the Washington landscape. While the property on the same side of the Avenue is now occupied by low buildings, indications point to the early erection of modern structures. The writer predicts that within two years from the time of the completion of the Ford branch Pennsylvania avenue will be known as "automobile row," comparing with Broad street, Philadelphia, and Michigan avenue, Chicago.

The Washington branch will not be

gest in the history of the company. Over 400 cars were produced daily. An announcement of interest is expected to be made in the near future. The number of cars scheduled for next year will exceed last year's output.

The Maxwell Motor Company was another scene of unusual activity, preparatory to a big year in 1916. The new model car now under way, and while no official statement has been made as to the price, there is something in the air. Last year some 27,000 cars were produced and the expectation is that this year that number will be more than doubled. Inventory has just been taken and with a resumption of the machinery there will be no letup for some time to come. A feature of the factory is a progressive assembly system which has been installed and will add materially in the rushing of the production next year. The policy for 1916 will be announced within the next week or ten days.

The Chalmers Motor Car Company is working night and day to produce cars. According to President Hugh Chalmers, in commenting on the problems that face motor car builders, is making the decision on what kind of a car to build. The importance of this decision is apparent when one considers the shifting that are constantly going on in the automobile business, due to rapid developments and the severity of competition and the caprices of public demands.

At the King motor car plant the daily output is now reaching forty cars a day. There will be no change in the model for the coming season, while the price will remain the same. The production will be between 7,500 and 10,000 cars for 1916. The company has enjoyed a highly successful season with their eight, which will be the coming year. W. L. Daly, sales manager, in speaking of the outlook, said: "In all my experience I have never seen so much interest so far in advance of the contract season. One of the benefits which the automobile industry has gained as a result of the European conflict is putting the retail industry in the United States on a new selling basis. It is claimed in this city, the center of the industry, that the past two years has witnessed a wonderful change in the method of conducting the retail automobile industry. Dealers are now invading Detroit, personally, by letter and otherwise, laying plans for the coming season."

Probably all sales records are being smashed by the Hudson Motor Car Company. About 100 cars were shipped out daily, but if 200 a day could be built that firm would ship them. The company has just completed the distribution of \$10,500 in cash to salesmen as prizes in the spring selling tournament. These tournaments are becoming a marked feature of the selling season, and are said to be responsible for the creation of a large amount of enthusiasm. Now it is the money goes to the dealers, but to the salesman direct who make the sales. According to General Manager John N. Hill the outlook is unusually bright, and he expects the price for this year has already been announced.

As an indication of the rapid increase in business the Paige Motor Company broke ground last week for the erection of a building to be about the size of the present plant. The company plans to build about 10,000 cars this year, and when I was out at the factory a few days ago there was every indication that this number would be reached. The production at the present time is about fifty cars a day. In view of the increased production a reduction in the selling price has been announced for next season.

At the Regal Motor Company's headquarters there was every evidence that a good year is expected. The factory is working steadily in the production of cars to meet the demand. Indications from all parts of the country are that the company will have one of the biggest seasons in its history. The output of machines is being increased as rapidly as possible to meet the demand. The prices for next season have already been announced in The Star.

The home of the Detroit electric was another busy place which I visited. The Anderson Electric Car Company, according to Sales Manager G. D. Fairclough, has just installed more than \$60,000 worth of modern machinery to take care of the increased production which is scheduled for next year. The dies are about completed and with the resumption of the force last week after taking inventory the work on the production for the coming year is being rapidly pushed. Last year something over a thousand cars were built in the factory, and this number will be greatly exceeded the coming year. Adjoining the present plant a spacious one-story building is now in the course of construction. The company is in a better

condition today than ever before in its history. A three-day convention of the sales force was held the early part of the past week, representatives from all sections of the country being present. R. C. Erkman of Washington is present from the National Capital at the session. At the close of the convention the policy of the company for 1916 will probably be announced both as to the number of cars to be produced and the prices.

The Studebaker corporation, as usual, is always a beehive of industry. A visit to the plant dispels all doubt as to present financial conditions. The hum of machinery and the hustling of employees in every direction gave evidence that the new models are being hustled through as rapidly as possible with modern machinery. E. R. Benson, vice-president of the company, who has just returned from a trip to the Pacific coast and northwestern Canada, is highly enthusiastic over the outlook.

"California," Mr. Benson said, "is just feeling the effect of the slow-up in business that was experienced in the east



ALBERT RUSSEL ERSKINE.

and then the middle west a few months ago. However, it cannot be very bad, with the Panama-Pacific exposition, as reported as already having a balance on the right side of the ledger. There is something peculiar about these movements of prosperity and depression

operate, the wave, as a rule, starting in the east, and making its way westward. The coast, I anticipate, will very soon be enjoying the same revival of business as is now being experienced in the east and middle west."

At the meeting of the board of directors last week in New York, Albert Russell Erskine, was elected president of the corporation, succeeding Frederick S. Fish, who becomes chairman of the board, the executive and finance committee. Mr. Erskine became treasurer of the corporation in 1911, and in 1913 was elected first vice-president and treasurer. J. M. Studebaker, the surviving one of the five Studebaker brothers, who founded the business, still stays at the head of the corporation as honorary president, having resigned as chairman of the board of directors. The announcement of the policy for next year has already been made.

One of the most unique companies in Detroit is the Puritan Machine Company. This concern has purchased the stock and fixtures of sixty-five automobile manufacturers, and in order to take care of owners of obsolete cars, is acquiring property to take care of the tons and tons of equipment after purchase. This concern will probably take over the Briggs-Detroit Company, which recently went into the hands of receivers. There is every indication that the new owners will continue to build the Detroit car, but it will be several days yet before official announcement is made as to the future policy.

Whether or not the practice of announcing new automobile models in the middle of the selling season will continue, or the date be advanced until fall or the New York automobile show, is a question being given serious consideration at this time by a number of automobile manufacturers and a committee appointed by the National Automobile Chamber of Commerce. This committee has been appointed for the sole purpose of investigating midseason announcements. Manufacturers realize that to make an announcement when automobile purchasers are about to place their orders is a problem, said to be worthy of investigation. Dealers generally, it is said, seem to be getting away from midseason announcements. A number of automobile purchasers have gone on record as being in favor of seeing new models in the early spring rather than just at the time the buying public is about to purchase.

Auto Top and Trimming Co. Opens.

Opening of the new home of the American Auto Top and Trimming Company was held Wednesday night. About 150 automobile agents and salesmen were present at the dinner.

BOARD TO DIM HEADLIGHTS.

Baltimore Body Will Control Dazzling Lamps in City Limits.

The glaring automobile headlight that blinds pedestrians is now a thing of the past in Baltimore. What do and what do not constitute proper headlights within the meaning of the new ordinance, which went into effect July 1, was decided upon recently by the board of motor vehicle and headlight inspection, at a meeting held at the Auto Club of Maryland, 12 West Mount Royal avenue.

The law provides that no operator of a motor vehicle shall use a dazzling acetylene or electric lamp on the front of his car within the limits of Baltimore city unless the light be covered, shaded or dimmed, to do away with the dazzle and glare. A fine of from \$1 to \$5 is provided for each first offense, and from \$5 to \$25 for each subsequent offense. For the purpose of the ordinance the owner of the vehicle is held to be the operator. Power is vested in the headlight board to define what are headlights and to establish standards of illumination for automobiles.

Everything possible has been done to prevent the new ordinance working a hardship upon the automobile owner. Eight patent devices for the dimming of headlights have been approved by the board, but the purchase of these is not made compulsory. Paint, brass polish or soap can be used upon the inside of the glass to soften the light, but the degree of capacity attained must be as required in general order No. 4, issued by the board.

The order provides that the capacity must be such as will "prevent the outlines of the flame or electric lights being visible when looking through the glass from the front."

TO PUSH PATHFINDER SALES.

W. E. Stalnaker Becomes Vice President of the Indianapolis Company.

For the development of the new 1916 Pathfinder Single-six and Twin-six models, which are manufactured by the Indianapolis Company of Indianapolis, W. E. Stalnaker has just become vice president and manager of sales. Identified with him is St. Clair Couzens, who has been for the past five years automobile editor of the Chicago Daily Journal.

Mr. Stalnaker has had experience in Chicago as a retail automobile distributor. Mr. Couzens has studied the automobile situation from the buyer's standpoint and through his newspaper experience.

Announcement
of the
Mitchell
\$1250
f. o. b. Racine
THE SIX OF '16

It is our privilege to announce the car that has established new standards of value, simplicity, accessibility, beauty and comfort.

We know that the Mitchell offers the greatest automobile value in the world. This is not a mere statement. You will know it, too, when you see this great big beautiful car and ride in it.

To describe comfort to one who has never experienced it is impossible—to experience comfort you have never known will be your pleasure when you accept our invitation to ride with us in the new Mitchell.

We want every motorist and prospective motorist to see this car so that when we proclaim or publish that the Mitchell is the greatest car value ever offered you will know yourself that it is not a bombastic claim or over-enthusiasm, but a statement that you yourself will back with your own opinion.

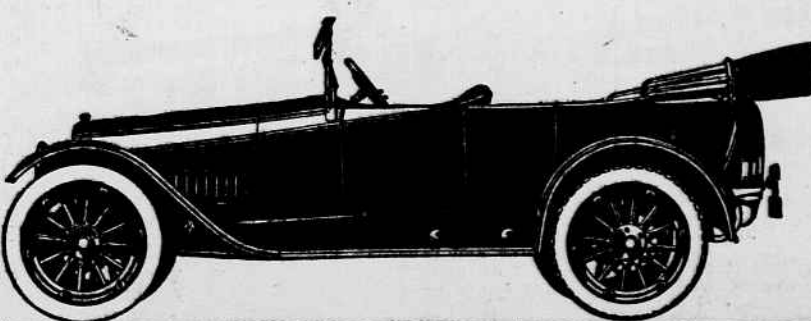
Therefore, why seek for words to drive this idea home?

All we can say is see this car—judge its value yourself—we rest our case on the merits of the car.

See This Mitchell—You'll Long to Drive It
Drive This Mitchell—You're Sure to Own One

Miller Bros.' Automobile and Supply House

Salesroom, 1405 H St. N.W., Phone M. 6097
Service Station, 61 Pierce St. N.E., Lin. 4060



Multiple Cylinder Dominance

THESE are multiple cylinder days. This is the era of multiple cylinder motors. Theoretically logical, mechanically correct, and proven by 20,000 users of Eights to be practical, the multiple cylinder motor surmounts every obstacle that heretofore has handicapped the motorist—it advances motoring to the ultimate state of complete satisfaction.

And in the field of multiple cylinder motor construction, no car has demonstrated its utter dependability more convincingly than has the 1916, Series Twelve, Cole Eight.

Eliminates gear shifting—sticks to the road at any speed—accelerates quickly—throttles down to a crawl—gives you better than sixty miles an hour if you desire it—transforms every drop of gasoline into delivered power—and takes the hills and rugged roads easily—comfortably.

\$1,785—f. o. b. Factory

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Builders of the Standardized Car

The Henderson-Rowe Auto Co.

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Washington, D. C. Tel. Main 3543